

WXYZ

Flight Dates 09/25/12-10/01/12

Order Sep 00:20:00

Product Estimate # 1655

MDSCC-SC Alt Order # 311995 Contract / Revision

Billing Type Cash Original Date / Revision Agency Com 15%

> **GENERAL** 09/21/12 10/01/12 Order Type Billing Contact

Billing Cycle EOM/EOC

Advertiser Michigan Democratic State (

1322 G St, SE Billing Calendar BROADCAST Washington, DC 20003

Demographic A35+ Agency Three Point Media

Rev Codes POL POL **PARTY**

Buying Contact Sales Office EWSDC Product Codes PL

Sales Region NAT Priority FX 1322 G St, SE Advertiser Ref Agency Ref

Primary Account Executive

Washington, DC 20003

Dave Lombardo

Account Executive Order% Start Date **End Date**

Dave Lombardo 100%

Oraci Oriaic 70	Market value	
Competing Statio	n % of Order	Amount
CABLE	%	
UNKWN	100%	
WADL	%	
WDIV	%	
WDWB	%	
WJBK	%	
WKBD	%	
WLPC	%	
WPXD	%	
WTVS	%	
WWJ	%	

Market Value

Order Share %

Order Totals Billing Plan

Month	# of Spots	Net Amount (Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount G	ross Amount
September 2012	55	\$56,822.50	\$66,850.00	0.00	08/27/12	09/30/12	55	\$56,822.50	\$66,850.00
October 2012	10	\$9,350.00	\$11,000.00	0.00	10/01/12	10/01/12	10	\$9,350.00	\$11,000.00
Totals	65	\$66,172.50	\$77,850.00	0.00					

									Tota	ls
Ln Ch Start End	Inventory Code	Break	Start/End T	ime Days	Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
N 1 WXYZ 09/25/12 10/01/12	430 AM News	CM	430a-5a	11111	:30	5	\$200.00 P-3	0.00 NM	5	\$1,000.00
	7 Action News Th	nis Morni								
Start Date End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 09/25/12 10/01/12	11111	5	\$200.00	0.00						
N 2 WXYZ 09/26/12 09/28/12	5am News M-F	CM	5-6am M-F	1- 1	:30	2	\$700.00 P-2	0.00 NM	2	\$1,400.00
	5am News M-F									
Start Date End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 09/25/12 10/01/12	1- 1	2	\$700.00	0.00						
N 3 WXYZ 09/25/12 10/01/12	GMA M-F 7-9am	CM	7-9am M-F	11-1	:30	3	\$1,600.00 FX	0.00 NM	3	\$4,800.00
	M-F 7-9am									



Contract / Revision

311995 Flight Dates 09/25/12-10/01/12 **Hiatus Dates**

Original Date / Revision 09/21/12/ 10/01/12

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Order Sep 00:20:00 Page 2 of 4

Advertiser Michigan Democratic State Product MDSCC-SC

Estimate # 1655

Ln Ch Start E	nd	Inventory Code	Break	Start/End Ti	me Davs	Len Spo	nts Rate Pri	Rtg Type	Tota	als Amount
N 3 WXYZ 09/25/12 10		GMA M-F 7-9am	CM	7-9am M-F	11-1	:30	3 \$1,600.00 FX	0.00 NM	3	\$4,800.00
		M-F 7-9am								
	d Date 01/12	<u>Weekdays</u> 11-1	Spots/Week	Rate \$1,600.00	Rating 0.00					
N 4 WXYZ 09/29/12 09				SAT 6-7am	S-	:30	1 \$500.00 P-2	0.00 NM	1	\$500.00
		Action News SAT	6am							
	<u>d Date</u> 01/12	<u>Weekdays</u> S-	Spots/Week	<u>Rate</u> \$500.00	Rating 0.00					
N 5 WXYZ 09/29/12 09		GMA SAT 7-8am	CM	SAT 7-8am	S-	:30	1 \$900.00 FX	0.00 NM	1	\$900.00
		GMA SAT 7-8am					,			*
	d Date	Weekdays	Spots/Week	Rate Cooperate	Rating					
Week: 09/25/12 10/0 N 6 WXYZ 09/30/12 09	01/12		CM	\$900.00 SUN 7-8am	0.00	:30	1 \$900.00 FX	0.00 NM	1	\$900.00
14 0 447(12 00/00/12 00	700/12	GMA SUN 7-8am		CONT Cam	5	.00	1 ψ500.001 χ	0.00 14141		φοσσ.σσ
	d Date	Weekdays	Spots/Week	Rate	Rating					
Week: 09/25/12 10/0 N 7 WXYZ 09/30/12 09	01/12	Action News SUN	8am CM	\$900.00 Sun 8-930am	0.00	:30	2 \$900.00 FX	0.00 NM	2	\$1,800.00
N 7 WATE 09/30/12 09	9/30/12	Action News SUN		3011 0-930a11	13	.30	2 \$900.00TX	U.UU INIVI	2	\$1,000.00
	d Date	Weekdays	Spots/Week	Rate	Rating					
Week: 09/25/12 10/0 N 8 WXYZ 09/25/12 10	01/12	S	2	\$900.00	0.00	.20	5	0.00 NIM	_	Ф4 000 00
N 8 WXYZ U9/25/12 10	0/01/12	M-F 9a-10a M-F 9a-10a	СМ	9-10am M-F	11111	:30	5 \$800.00 P-2	0.00 NM	5	\$4,000.00
Start Date End	d Date	<u>Weekdays</u>	Spots/Week	Rate	Rating					
	01/12	11111	5	\$800.00	0.00					
N 9 WXYZ 09/26/12 09	9/28/12	M-F 10a-11a M-F 10a-11a	СМ	10-11am M-F	1- 1	:30	2 \$800.00 P-2	0.00 NM	2	\$1,600.00
Start Date End	d Date	Weekdays	Spots/Week	Rate	Rating					
	01/12	1 - 1	2	\$800.00	0.00					
N10 WXYZ 09/25/12 09	9/28/12	M-F 11a-12n M-F 11a-12n	CM	11am-12pm l	M-F -1111	:30	4 \$1,000.00 P-3	0.00 NM	3	\$3,000.00
Start Date End	d Date	Weekdays	Spots/Week	Rate	Rating					
	01/12	- 1111		\$1,000.00	0.00	, , ,		D. T		
Spot Ch Date Range 2 WXYZ 09/25/12-10/0		escription -F 11a-12n		/End Time n-12pm M-F		<u>/eekdays</u> TWThF		Rtg Type 0.00 NM		
Unresolved				•			(, ,			
[per tgmt]										•
N11 WXYZ 10/01/12 10)/01/12	M-F 11a-12n M-F 11a-12n	СМ	11am-12pm I	M-F 1	:30	1 \$1,000.00 P-2	0.00 NM	1	\$1,000.00
Start Date End	d Date	Weekdays	Spots/Week	Rate	Rating					
	01/12	1		\$1,000.00	0.00					
N12 WXYZ 09/25/12 09	9/28/12	12-1pm M-F 12-1pm	CM	12-1pm	- 1111	:30	4 \$1,000.00 P-2	0.00 NM	4	\$4,000.00
Start Date End	d Date	Weekdays	Spots/Week	Rate	Rating					
Week: 09/25/12 10/0	01/12	- 1111	4	\$1,000.00	0.00					
N13 WXYZ 10/01/12 10	0/01/12	12-1pm M-F 12-1pm	CM	12-1pm	1	:30	1 \$1,000.00 P-2	0.00 NM	1	\$1,000.00
Start Date End	d Date	Weekdays	Spots/Week	Rate	Rating					
Week: 09/25/12 10/0	01/12	1	1	\$1,000.00	0.00					
N14 WXYZ 09/25/12 10	0/01/12	M-F 1p-2p	CM	1-2pm M-F	11111	:30	5 \$800.00 P-3	0.00 NM	5	\$4,000.00
Start Date End	d Date	The Chew Weekdays	Spots/Week	Rate	Rating					
<u> </u>		1100.100,0		. 1010	<u></u>			•	•	



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311995 Flight Dates 09/25/12-10/01/12 **Hiatus Dates**

Original Date / Revision 09/21/12/ 10/01/12 Order Sep 00:20:00

Advertiser Michigan Democratic State Product MDSCC-SC Estimate # 1655

L Ob Ot	4 4	F1	l	D I.	Ot = = 1/F = -1 T	D	l 0		Data Dei	Dt T		tals A
Ln Ch St	tart	End	Inventory Code M-F 1p-2p	CM	Start/End T 1-2pm M-F	ime Days 11111	Len Sp	0is 5	Rate Pri \$800.00 P-3	0.00 NM	Spots 5	\$4,000.00
N 14 VVX 12 09/	/23/12	10/01/12	The Chew	CIVI	1-2pm w-r	11111	.30	5	φουυ.υυ F-3	U.UU INIVI	5	φ4,000.00
Start Da		End Date	Weekdays 11111	Spots/Week	Rate	Rating						
Week: 09/25/1 N15 WXYZ 09/		10/01/12	M-F 4-5pm	CM	\$800.00 4-5pm M-F	0.00	:30	3	\$1,200.00 P-2	0 00 NM	3	\$3,600.00
1415 WX12 05/	/20/12	. 10/01/12	Dr. Oz	Olvi	4 Opini Wili	11 1	.50	3	ψ1,200.001 2	0.00 14101	3	ψ5,000.00
Start Da Week: 09/25/1		End Date 10/01/12	Weekdays 11-1	Spots/Week	Rate \$1,200.00	Rating 0.00						
N16 WXYZ 09/			5p News	CM	5-6pm M-F	1-1	:30	2	\$1,800.00 FX	0.00 NM	2	\$3,600.00
			5-6pm M-F		·							
Start Da		End Date	<u>Weekdays</u> 1- 1	Spots/Week	Rate	Rating						
Week: 09/25/1 N17 WXYZ 09/		10/01/12	6p News	CM	\$1,800.00 6-630pm M-I	0.00 F 11-1	:30	3	\$2,000.00 FX	0.00 NM	3	\$6,000.00
N17 WX12 09/	123/12	10/01/12	6-630pm M-F	Civi	0-030pm W-1	11-1	.50	5	φ 2 ,000.00 1 X	0.00 INIVI	3	ψ0,000.00
Start Da		End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 09/25/1		10/01/12	11-1		\$2,000.00	0.00			40.000.00 EV	0.00.104	_	0.10.000.00
N18 WXYZ 09/	/25/12	10/01/12	7p News M-F 7-730p	СМ	7-730pm M-l	F 11111	:30	5	\$2,000.00 FX	0.00 NM	5	\$10,000.00
Start Da Week: 09/25/1		End Date	<u>Weekdays</u> 11111	Spots/Week	Rate	Rating				- 1		
N19 WXYZ 09/		10/01/12	Early News Su	CM	\$2,000.00 6-630pm Sui	0.00 nS	:30	1	\$1,400.00 FX	0.00 NM	1	\$1,400.00
			Su 6-630p		o ocopiii oui		.00	•	ψ1,400.001 χ	0.00 14141	·	ψ1,400.00
Start Da Week: 09/25/1		End Date 10/01/12	Weekdays S	Spots/Week 1	Rate \$1,400.00	Rating 0.00						
N20 WXYZ 09/			Late News M-F	CM	Late News M		:30	2	\$4,000.00 P-2	0.00 NM	2	\$8,000.00
			11pm Actn News						* 1,***** =			**,******
Start Da		End Date	<u>Weekdays</u> - 1- 1	Spots/Week	Rate	Rating						
Week: 09/25/1 N21 WXYZ 09/		10/01/12	M-F 1205a-105a	CM	\$4,000.00	0.00 am M 1- 1	:30	2	\$750.00 FX	0.00 NM	2	\$1,500.00
NZI WXIZ 09/	/20/12	. 09/20/12	Jimmy Kimmel Li		1203411-103	am w1-1	.50	2	ψ130.00 1 X	0.00 INIVI	2	Ψ1,500.00
Start Da		End Date	Weekdays	Spots/Week	Rate	Rating				I		
Week: 09/25/1		10/01/12	1-1	2	\$750.00	0.00					_	
N22 WXYZ 09/	/25/12	10/01/12	M-F 106a-206a M-F 106a-206a	СМ	106am-206a	m 11111	:30	5	\$400.00 FX	0.00 NM	5	\$2,000.00
Start Da		End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 09/25/1		10/01/12	11111 SA 1130p-1230a	5	\$400.00	0.00	.20		\$250.00 P-3	0.00 NIM	4	# 050.00
N23 WXYZ 09/	/29/12	09/29/12	SA 1130p-1230a SA 1200xm-1230	CM xm	12xm-1230x (12:00 XM-12		:30	1	\$250.00 P-3	0.00 NM	1	\$250.00
Start Da	ate_	End Date	Weekdays	Spots/Week	Rate	Rating				Ī		
Week: 09/25/1		10/01/12	S-	1	\$250.00	0.00						
N24 WXYZ 09/	/29/12	09/29/12	SA 1230a-130a SA 1230a-130a	СМ	1230am-130	amS-	:30	1	\$175.00 P-3	0.00 NM	1	\$175.00
Start Da		End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
Week: 09/25/1		10/01/12	S-	1	\$175.00	0.00	.20		Ф050 00 D 0	0.00 NIM	4	# 050.00
N26 WXYZ 09/	/30/12	09/30/12	SU 12a-1a SU 12a-1a	СМ	12am-1am	S	:30	1	\$250.00 P-3	0.00 NM	1	\$250.00
Start Da		End Date	Weekdays S	Spots/Week	Rate	Rating						
Week: 09/25/1 N27 WXYZ 09/		10/01/12		CM	\$250.00 1am-2am	0.00	:30	1	\$175.00 P-3	0.00 NM	1	\$175.00
2 00/		22,20,.2	SU 1a-2a	· · · ·		5		•	,	2.23	•	Ţ 3.30
Start Da	ate_	End Date	Weekdays	Spots/Week	<u>Rate</u>	Rating						

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<u>Original Date / Revision</u> 09/21/12/ 10/01/12 <u>Order Sep</u> 00:20:00

Advertiser Michigan Democratic State Product MDSCC-SC Estimate # 1655

					Total	ls
Ln Ch Start End	Inventory Code Brea	k Start/End Time Days	Len Spots	Rate Pri	Rtg Type Spots	Amount
N27 WXYZ 09/30/12 09/30/12	SU 1a-2a CM SU 1a-2a	1am-2amS	:30 1	\$175.00 P-3	0.00 NM 1	\$175.00
<u>Start Date</u> <u>End Date</u> Week: 09/25/12 10/01/12	Weekdays Spots/Wee	<u>k Rate Rating</u> 1 \$175.00 0.00				
N28 WXYZ 09/27/12 09/27/12	Thursday Prime A CM Thursday Prime A	8-9pm Thursday T	:30 1	\$4,000.00 P-3	0.00 NM 1	\$4,000.00
<u>Start Date</u> <u>End Date</u> Week: 09/25/12 10/01/12	Weekdays Spots/Wee	<u>Rating</u> 1 \$4,000.00				
N30 WXYZ 09/30/12 09/30/12	Sunday Prime B CM Sunday Prime B	8-9pm SundayS	:30 1	\$7,000.00 FX	0.00 NM 1	\$7,000.00
Start Date End Date Week: 09/25/12 10/01/12	Weekdays Spots/Wee	k <u>Rate</u> <u>Rating</u> 1 \$7,000.00 0.00				

Totals 65 \$77,850.00